

Director - Office of Outdoor Recreation

Class: Program & Policy Chief

Position Summary

This position serves as the agency lead for the Office of Outdoor Recreation within the Wisconsin Department of Tourism (WDT). This position will be responsible for building upon and executing the vision and mission of the Office and developing processes, procedures, and structures whereby industry stakeholders can convene, engage, and implement economic growth and collaboration activities for the broader success of Wisconsin's outdoor recreation industry.

The Office of Outdoor Recreation will leverage Wisconsin's rich outdoor heritage and abundant natural resources to support, uplift, and build Wisconsin's outdoor recreation industry as a primary driver of tourism, the state's third largest economy. The office will align key state government agencies, nonprofit organizations, local representatives of the public sector, and private sector industry partners around the central tenants of:

- Driving tourism visitation, both in-state and out-of-state
- Creating jobs and growing local economies
- Uniting communities and promoting healthy lifestyles
- Ensuring access to healthy public lands and waters

Goals and Worker Activities

30% A. Direct the Office of Outdoor Recreation

A1. Promote economic development. Engage with and act as the liaison to state agencies and resources to support and foster the growth of businesses and jobs based in the state that provide products and services to the outdoor industry and outdoor recreation consumers.

A2. Seek opportunities to improve recreational options and resources.

A3. Work closely with communities across the state to plan for and foster a vibrant outdoor recreation ecosystem.

A4. Advance awareness and utilization of Wisconsin's outdoor recreation industry and offerings. Devise and execute an integrated plan to raise awareness of the value and impact of the Outdoor industry upon the health of the state's economy.

A5. Initiate new and leverage existing research insights and analytical resources to drive priorities for the industry's action, attention, and development.

A6. Report on the economic, social, and community impact of the Outdoor industry across the state.

A7. Advise and collaborate with WDT to develop and execute consumer awareness programs of the depth and breadth of the state's outdoor recreation opportunities, resources, and destinations.

A8. Promote the health and social benefits of outdoor recreation.

35% B. Represent Office of Outdoor Recreation to establish strong business relationships with industry stakeholders.

B1. Understand and advocate for the state's Outdoor industry stakeholders.

B2. Recruit industry-related businesses.

B3. Engage and participate in industry events and initiatives on behalf of the Office, at the local, statewide, and national level.

B4. Build and develop relationships with industry stakeholders to stay abreast of local, statewide, and industry-wide challenges and opportunities.

B5. Consult and recommend policies and initiatives the enhance recreational amenities and experiences in the state and assist in the implementation of those policies and initiatives.

B6. Coordinate policy, management, and promotion of the state's Outdoor industry and offerings.

B7. Identify key leaders throughout the Outdoor Industry ecosystem, leveraging their experience, resources, and relationships to partner and assist in advancing the industry.

B8. Work closely with other state and local government agencies, private sector manufacturers and retailers, nonprofit organizations and volunteer groups to leverage their assets and infrastructure for the benefit of the Outdoor industry.

B9. Act as a clearinghouse of communication for the outdoor related stakeholders.

B10. Create effective forums for communicating recreation-based initiatives, sharing best practices, and generating new recreation management strategies

15% C. Supervise program staff.

C1. Direct the work activities of program staff to ensure quality, timely and appropriate services.

C2. Hire, assign, train, review, monitor and evaluate the work of program staff.

C3. Plan and implement short- and long-range goals and objectives for the program and effectively communicate them to staff.

C4. Initiate appropriate personnel actions as needed to ensure effective allocation of staff resources and proper classification and compensation of staff.

C5. Provide for job-related training and development of staff in accordance with departmental guidelines.

10% D. Budget Management

D1. Develop and manage the biennial budget to ensure that it reflects the overall needs and strategic business goals of the bureau.

D2. Develop new budget requests including reallocation of existing resources between programs.

5% E. Serve as a member of the Senior Leadership Team

E1. Help guide high-level activities within the WDT to promote economic development.

E2. Lead relevant initiatives set forth in the agency's strategic plan.

E3. Facilitate work across bureaus to ensure overall agency efficiency and best possible product.

5% F. Other duties as assigned

Knowledge, Skills, and Abilities

1. Ability to advocate for the outdoors and the State of Wisconsin.
2. Communication and strong public speaking skills.
3. Team builder, motivator, and team player, as needed
4. Extensive knowledge and demonstrated skill with business/economic development, coalition leadership, public relations, marketing and communications, including experience related to:
 - Organization management (public or private)
 - Forming and leading diverse collaborations to achieve strategic goals
 - Development of goals and objectives for projects or programs
 - Program and project management, including a focus on diversity or community representativeness
 - Evaluating projects or programs effectiveness, efficiency, relevance and compliance.
 - Developing and managing a budget
 - Using data and marketing research to create economic development strategy
5. Knowledge of Microsoft Office software.
6. Leadership and supervision skills.
7. Knowledge and skills developing and implementing policies and procedures.

Special Requirements

- This position requires a variable, non-traditional work schedule including some nights and weekends.